

Perancangan media promosi untuk memperkenalkan clothing Specta Wear

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ABSTRAK

Specta Wear adalah UKM bidang clothing yang fokus membuat dan menjual produk kaos batik clothing. Specta Wear berdiri pada September 2015, masih berumur kurang dari 2 tahun. Oleh sebab itu, Specta Wear masih belum dikenal masyarakat sehingga target pendapatan belum tercapai. Lebih jauh lagi, untuk dapat bersaing dengan kompetitor, Specta Wear memerlukan perancangan media promosi yang efektif agar dikenal masyarakat. Prosesnya dimulai dari penulis melakukan penelitian menggunakan metode penelitian kualitatif seperti wawancara, observasi, dan studi literatur. Selanjutnya dari data yang sudah didapat, penulis menganalisis data menggunakan metode SWOT. Hasil analisis tersebut menghasilkan strategi perancangan media promosi yang efektif untuk memperkenalkan Specta Wear. Media promosi tersebut adalah konten media, flyer, banner, x-banner, hang tag, kalender, topi, keychain, totebag, nota pembelian, shopping bag, envelope F4, voucher diskon. Penggunaan perancangan media promosi ini diharapkan dapat memperkenalkan produk batik clothing Specta Wear kepada masyarakat yang lebih luas.

Kata Kunci : Clothing, Batikshirt, SpectaWear, UKM, Promosi, KaosBatik, Batik Indonesia

PROMOTION MEDIA DESIGN TO INTRODUCE CLOTHING SPECTA WEAR

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ABSTRACT

Specta Wear is SME's clothing field that focuses on making and selling batik T-shirt clothing products. Specta Wear was established in September 2015, still less than 2 years old. Therefore, Specta Wear is still not widely known by public so the revenue target have not been achieved yet. Furthermore, in order to compete with competitors, Specta Wear requires an effective promotional media design to be widely known by public. The process start with the author conducted research using qualitative methods such as interviews, observation, and literature study. Then, from the data have already been obtained, the author analyze the data using the SWOT method. By the analysis result, the author get an effective promotion media design strategy to introduce Specta Wear. The Promotion media consist of media content, flyer, banner, x-banner, hang tag, calendar, hat, keychain, totebag, purchase note, shopping bag, envelope F4, discount voucher. The use of this promotional media design expected to help Specta Wear to be more wellknown by the public in wider area.

Keyword : Batik Shirt, Media Campaign, SME, Indonesian Batik.